





# TALKING OF ANNIVERSARIES

## Notice That Little Emblem on Our Front Cover?

Yes, 1955 is the year of the Company's fiftieth birthday in Winnipeg. 1955 is also being celebrated by the Provinces of Alberta and Saskatchewan as the year of their fiftieth anniversaries—and Eaton's is congratulating them accordingly.

## AND . . . OUR COMPANY IS NOW IN ITS EIGHTY-FIFTH YEAR OF SUCCESSFUL SERVICE TO TORONTO AND CANADA!



Yes, in 1869 the original Eaton Store on Yonge Street opened its doors on December 8—and Eaton's great modern Store, Mail Order and Factory organization of today is now in its 85th year!

We quote briefly from Toronto "Flash" and Hamilton "Bi-Weekly," Eaton staff magazines:

"Canada was only a baby nation two years old when Mr. Timothy Eaton first opened his small store at the corner of Yonge and Queen Streets that frosty December

8, 1869. . . . No such things as telephones, automobiles, radios—no such thing as electricity.

"Curious customers were astounded to find that if the price tag read \$7.00 then \$7.00 was the price! No bartering and dickering! This odd store policy of cash at one price to all would certainly not last, people predicted . . . his ideals were out of line! But they reckoned without the tenacity and the progressive mind of this young Irish merchant! Satisfaction he insisted on for every customer!

"On December 8, 1954, Eaton's celebrated its 85th birthday. Gone the wooden sidewalks and hitching posts—now, a fast-moving subway, not horse cars! The delivery pony, Maggie, has long since gone to her reward, the jingle of sleigh bells no longer is heard . . . and gone is the 24 by 60-foot building! But the fundamentals of a square deal to those who buy from us, sell to us and work with us, remain unchanged.

"The Company now includes 58 retail stores, 246 order offices, three large mail order depots, four factories, six overseas and U.S. buying offices, and the staff averages around 50,000! Now under construction in Toronto, too, a 9½-million-dollar Service Building."

May this anniversary year be a notable one for Eaton's, for the Western Provinces, and indeed for all Canada!

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## Palm Trees in Florida? So What?

No need to travel south to see beauty . . . our cover this month shows that with a not-too-severe winter but just enough snow, with temperatures not so piercingly below zero, and with a rather exotic touch of dampness to help in the work, Winter in Winnipeg—with special effects by Jack Frost on bushes and trees—can be BEAUTIFUL! Don't you agree?





## Mr. T. P. McBryde Celebrates 40th Anniversary

Born in Liverpool, England, Thomas Paten McBryde became an Eatonian 'way back in 1914, and by coincidence, on December 14! Like many young Eatonians, Tom was an early volunteer in the Great War, going over in 1915 with the 27th Battalion. He served in France all through the war, and later with the Army of Occupation, so was on active service until 1919 when he returned to Canada and Eaton's.

In his first department, Men's Hats and Caps, Mr. McBryde became a signature in 1922, and in 1932 department manager. In 1942, moved to Men's Clothing as department manager; in 1944, to a similar position with Boys' Clothing and Furnishings; in 1945 again took charge as department manager of Men's Hats and Caps, and in 1949 was appointed to his present position as department manager of Staff Relations.

On his anniversary morning Mr. and Mrs. McBryde were guests of honour at a Grill Room breakfast attended by his associates in Staff Relations, Personnel, Medical, etc., Employment and Staff Training Offices. Mr. R. M. Pinfold, assistant general manager; Mr. A. D. MacDonell, retired staff superintendent; Mr. R. T. Godwin and Mr. C. L. Donnelly, department manager and assistant, Hats and Caps; and Mr. T. M. Miller were special guests.

Mr. Ken Smith presided, and after conveying to the guest of honour the congratulations of all present, called on personnel manager Mr. Bruce Sutherland, Mr. Pinfold and Mr. MacDonell, who all paid sincere tribute to the guest of honour and his grand Eaton service—notable both for length of time and for high degree of work and attainment.

At this time Mr. Sutherland, on behalf of his colleagues, made the presentation of a leisure jacket and smoking stand to Tom. Later, in his office, Mr. McBryde was visited by his

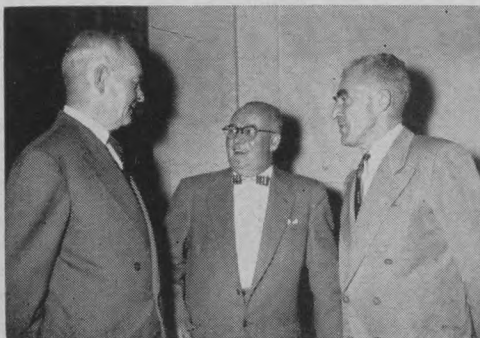
legion of friends from all branches of the Winnipeg organization. Roses were sent to Mrs. McBryde.

Son Jimmy, who served five years with the army in World War 2, is a former Eatonian; and daughter Doris also is a former Eatonian—now resident in California. Grandson Robert is the third-generation representative of the McBryde name in Canada.

Mr. McBryde is a member of the Canukeena veterans' club, likes woodworking—did wonderful work in that and cement, among numerous other things, at his "late" summer residence—and we hear is doing the same again, plus ironworking, at his new estate near Lac du Bonnet.

Tribute has also often been paid to his grand bass voice and his past successes as leading singer in numerous productions of the Winnipeg Lyric Light Opera Company. A wonderful record indeed. Congratulations, Mr. McBryde!

## Honours to Three M.O. Long-Service Men

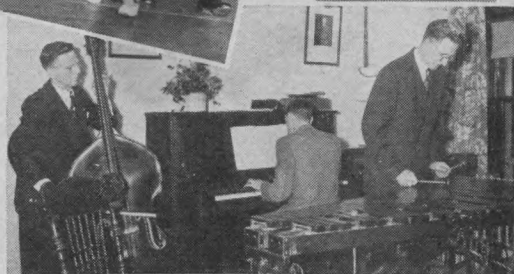


First, Contacts apologizes to these gentlemen, and to the occasion, because this item of news missed our last issue owing to the engraving going astray.

In the order shown, left to right: Mr. George W. Robinson, Mr. David Oliphant and Mr. Percy Thompson were guests of honour at a recent Mail Order party to celebrate their 35th anniversaries with Eaton's. Tributes to their fine personal qualities and their distinguished Eaton service were given by the chairman, Mr. A. H. Young. On behalf of the Mail Order department managers and assistants, he then presented a radio, table and lounge chair to the three respectively, with the assembly's wishes for more healthful, happy years with the Company.

Songs were sung in their honour and everybody joined in the personal congratulations to these three popular Eatonians.





## Employees' Charitable Fund Entertains at . . .

### 32nd Merry Christmas Party at Middlechurch

. . . Yes, the 32nd; and more than that, it was the "umpteenth" time that many members of the party from Eaton's accompanied Santa Claus Bill Hurlburt to the Middlechurch Home for elderly people—they wouldn't miss that occasion for anything!

The gay hats provided always add a touch of real jollity—and all are worn "with an air!" Master of ceremonies for the evening was Ian L. Wood, president of the Eaton Employees' Charitable Fund, which sponsors the party. That perennial leader and visitor, Mr. Tom McBryde, could not be present but his greetings were conveyed by the M.C. and in return hearty good wishes were extended to him.

Entertainment? Really special! Instrumental music by the Eatonian trio of Alex MacDonald, violin; Jack Murray, piano, and J. H. Carter, base viol. Then a sing-song led by Hugh MacDonald. Bert Elson and his xylophone are an institution on these visits and encored to the limit. Adagio, also song and tap dancing were charmingly given by Bonnie Gessler and Ronnie Saltess, while spirited comedy songs by vivacious young Rayleen Jiacomin and solos by Hugh MacDonald made a grand evening's entertainment. Vic Taylor was, as usual, a brilliant accompanist.

A Christmas message from the Company was graciously expressed by Mr. W. L. Palk, superintendent. Then Santa Claus, assisted by clowns Pia Van Wilderen Rengers and Eugene Race, passed out the gifts to each resident—with many an affectionate hug and handshake to those old friends Santa has met over the years. A special visit was made to the infirmary, to those who could not join the party.

Thanks for this annual visit were expressed on behalf of President of the Board Mrs. J. Alexander, by Past-President Mrs. E. McMillan. Mr. W. Smith and Matron Mrs. V. McKinnon added their thanks on behalf of the residents. Refreshments were provided for everybody, and then the visitors departed—all feeling that they had indeed received more than they had given in this goodwill visit to the "boys and girls" of Middlechurch, and looking forward to further visits.





Top Left—Canon L. F. Wilmot, Lieutenant-Governor of the Tuxis Parliament, addresses the gathering. Below—Left to Right: Parliamentarians George Baldwin, Lawrie Smith, Barry Kerr.

## Eaton's is Host at Tuxis and Older Boys' Parliament Luncheon During Holiday Week

Representing churches and districts from all over Manitoba and North-Western Ontario, young parliamentarians to the number of over a hundred, with numerous special guests, were entertained at a lunch in Eaton's Assembly Hall, Thursday, December 30.

Head table was arranged as follows: Mr. Allan Gardiner, chairman of the Parliamentary Committee; Mr. A. W. P. Harrison, Mail Order; Rev. H. Gordon Tolton; Dr. M. R. Steen, father of the Premier; Rev. Canon L. F. Wilmot, Lieutenant-Governor of the Boys' Parliament; Mr. W. L. Palk, superintendent of Eaton's; Mr. Bob Steen, Premier; Mr. Phil Nicholson; Mr. J. A. M. Edwards, counsellor; Rev. W. E. Leighfield, Leadership Training director; Mr. David Holman, Speaker of the House. Arrangements were in charge of Mr. T. M. Miller, Public Relations Office. Eatonian Bert Kilgour entertained at the piano, and Wally Grescoe, accordionist, gave several very expert selections.

Mr. W. L. Palk greeted the gathering on behalf of the Company and said how interested Eaton's is, and always has been, in young people's work of every kind, especially that of developing leaders in community progress.

Introduced by Mr. George Baldwin, the Rev. Canon Wilmot said it was his privilege to speak to them as their Lieutenant-Governor, and went on to give some background as to the duties of the Crown, as represented by him in that capacity.

In the Coronation, many promises were made and oaths taken by the Sovereign to guard the rights and privileges of peoples in all the countries of the Commonwealth and under the British flag. These all centred, really, around three things, results of

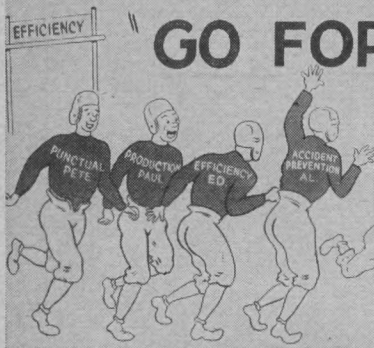
over 1,200 years of progress: liberty of thought and speech, sovereignty of properly codified law, sanctity of the human person. These are the foundations of our civilization, and as the Queen's representative, the Lieutenant-Governor is a guardian over these rights.

To the 33rd session of the Parliament, Canon Wilmot then gave the season's greetings and thanked them for the honour of his position and the privilege of addressing them that day. Thanks for his talk were ably conveyed by Barry Kerr. Lawrie Smith then thanked The T. Eaton Company in a very gracious speech, mentioning their sense of moral values, the fair deal to everyone, and especially their continued help in the development of Canadian youth.



# 1954 WAREHOUSE EFFICIENCY CONTEST 1955

## "GO FOR GOAL"



### Hardwares and Floor Coverings "Neck-and-Neck"

253 (Hardwares, Warehouse Section) just did, however, "nose out" the Store Floor Coverings Warehouse (272) by a single point, for standing at the end of the second round.

It's a close contest—and shows the results of previous contests and the good habits gained thereby. In every section standing is high, really high, in accomplishment.

**Just think—17 contestants and every one scoring over 80 per cent!** On Stock-keeping and Cleanliness, for instance, where 40 per cent is allocated—10 out of 17 scored 35 or more—two actually 40 per cent!

Department 253 stands No. 1 with 95 per cent, just one point ahead of 272 who equalled them the first time round. 55 (Farm Goods), 181 (Heavy Goods Delivery), 122 (M.O. Shipping), 1747-1757 (Box and Bag Factory), 256-1056 (Stoves, etc., and Service), and 270-271 (Furniture and Bedding) are all over 90 per cent in the order shown.

Going to be a tough problem for those at the top. Others see the immediate need for attention here and there and can "bear down" on certain things. But with everything so good, **everything** must be watched by the leaders. So final results are anything but a foregone conclusion.

**GOOD WORK!** Keep it up! Give the contest, and yourselves, the best results ever!



*Are You Protected . . .*

**Against Hospital Expenses?  
Against Medical Expenses?**

*You Can be, and at Reasonable Monthly Cost*



Accident — injury — illness that affects you, your wife and family can be a tragic burden! The Manitoba Hospital Service Association (Blue Cross Group Plan) and the Manitoba Medical Service offer you the protection so many are enjoying.

That is why over 330,000 Manitoba

people are Blue Cross subscribers — why nearly 200,000 are also Manitoba Medical Service subscribers!

Applications for membership among Eaton groups will be taken during February. You may join either or both, individually or for yourself, wife and family.

Full details freely available on request at the Staff Relations Office, Second Floor, Store.

### Company Director Visitor to Winnipeg

In Winnipeg for some days in the week ending January 15, on the occasion of the Fall stocktaking, was Mr. D. Murray Allan, director of the Company and general manager of Eaton's Toronto Stores.



## Honoured on 35th Anniversary

### MISS MAE BROUGHTON

On Wednesday, January 12, Miss Broughton was the proud recipient of a lovely diamond-set wrist watch and bracelet, the gift of her department, to celebrate her 35th anniversary with the Company.

Mae, a Winnipeg girl, first joined the M.O. Copying in 1919, then after about five years went to M.O. Cash Office, and since then has been with the Jewellery Office.

For her personal adornment that morning she also received an exotic orchid corsage, while her desk was adorned with most beautiful roses, and many personal gifts and messages surrounded the glittering watch.

On Friday evening a group of girl friends held another celebration in her honour. Miss Broughton, by the way, was born and raised in Elmwood, where she is a member of the Kelvin Community Club.



## Welcome to the Eaton Quarter-Century Club

### CLIFFORD HUTCHISON BENNETT

Department manager of Advertising and Tickets at Port Arthur Store, Mr. Bennett has been in that office for over 16 years, after almost eight years in Men's Clothing and with a short intermediate time in Drugs, Jewellery, etc.

"Skippy," as he is more familiarly known to his many friends, is a native son of "The Port," and a popular figure around the Store, where his energy and enthusiasm in work, social and recreational activities are much appreciated.

On Monday, December 13, he received his quarter-century watch and certificate from the Company, and the President's personal letter in honour of his completion of 25 continuous years' service. Married, and with a daughter, Bonnie Lynne, "Skippy" belongs to the Port Arthur Curling and Athletic Club and to the Native Sons of Canada.



## They Shoot—Sometimes They Score!

Says WALTER McDONALD, Our Puck-Chasing Reporter

Time does fly, for sure! Here it is now first week in February and the Eaton Hockey League schedule almost half over!

To January 15, Here's the Standing

Red Wings... Won 4, Lost 0	Vikings..... Won 2, Lost 2
Gremlins.... Won 2, Lost 2	Rockets..... Won 0, Lost 4

I had my own (perhaps biased) opinion that Gremlins would prove a "dark horse" in the series, and the way the picture shows now, I may have been right. Red Wings, last year's runners-up, have kept ahead of last year's champs, the Vikings, but Gremlins have worked to a tie—second position. Rockets, who have been having a hard time getting enough players active, were badly trimmed in the game of the 15th by the Red Wings, but fought hard all the way; while Gremlins scored a quite decisive victory over the Vikings. As a Gremlin, I can't help hoping—but as your reporter, may the best team win!

By the way, I went with Red Wings when they played the Selkirk Excelsiors at Selkirk, Wednesday, January 5. Our boys just about had a tie game to go home with, but five seconds before the final whistle Excelsiors netted a counter to break the tie at 6 to 5. More road trips coming—hope to be along.

This year's Executive: Chairman, Gordon Hamilton, Vikings, Committee: Doug McPherson, Red Wings; Dave Gray, Rockets; Walter

## Eaton's Hockey Booster Night

M.O. ALL-STARS

vs.

CITY ALL-STARS

OLYMPIC RINK

Friday, February 25, 8:30 p.m.

Adults 50c—Children 25c

Get tickets ahead or at door.

Proceeds for March of Dimes.

## TELEVISION SET Door Prize for Adults

5 Hockey Sticks for Juveniles

McDonald, Gremlins. Helgi Johnson, P.P.

Regular Games: NO CHARGE. Olympic Rink, Church Avenue and Charles Street, Each Friday. Games at 8 p.m. and 9:30 p.m.





#### HONOURED ON RETIREMENT

Left to Right—Top Row: Mr. A. S. Fernie, Mr. E. B. Laxdal with Mr. T. Giles.  
 Second Row: Mr. T. Hembroff, Mr. T. Aitken, Mr. T. W. Hiddleston; Inset, Mr. C. M.  
 Hine. Third Row: Mrs. D. Thomson, Mr. W. Shingleton. Bottom Row: Miss H. M.  
 Hopkins, Mr. S. McMaster.



## Good Health and Happy Retirement!

**A. S. FERNIE**, of the M.O. Packing, ended over 30 years' Eaton service on December 24, when his many friends called on him to express their best wishes for a long and happy retirement. He received an electric razor and Ronson lighter from the department and numerous gifts of personal attire were presented by Third Floor friends.

**E. B. LAXDAL**, popular and always obliging tractor-man of the Receiving Yard, bade good-bye to his colleagues on January 8, after over ten years with the Company. On behalf of the Receiving Department, Mr. Tom Giles presented Mr. Laxdal with a handsome wrist watch, with all their best wishes for his health and happiness for many future years.

**T. AITKEN**, of the Delivery Department, who joined the Company in 1923, over 31 years ago, was another long-service man who retired Saturday, January 15. In appreciation of his high regard among his colleagues and for Mr. Aitken's future comfort, Mr. A. Arnason presented the department's gift of a lounge chair—so he can now "put his feet up" and rest awhile in new comfort.

**TOM M. HEMBROFF**, of M.O. Sporting Goods, whose 35th anniversary was reported in our Christmas issue, retired on January 15. Tommy has been making steady progress in recovering the use of the foot he damaged and called in Saturday morning for his colleagues to wish him full health and activity in the future. He was presented with a picnic set to help him enjoy the outdoor seasons.

**MISS HILDA MAE HOPKINS**, of the D.A. Office, whose 31 years of service dated from September, 1923, retired on January 15. Her service was all with the D.A. and she will be greatly missed—both personally and for her valued work. On her retirement morning she was presented by the department with a luggage set, also many personal gifts and messages.

**WILLIAM SHINGLETON**, of the Elevator staff, who retired on January 15, will be greatly missed by his department and among his hundreds of Eaton friends outside his department. Especially in the M.O. buildings, his presence has for years been a M.O. institution and his good-natured help and supervision much appreciated.

Billy celebrated his 35th anniversary last June, having joined Eaton's in 1919. He is a veteran of the Great War and was also, by the way, the first Winnipeg Eatonian in active service in World War II; between which times he was a Canadian military representative at King George VI's coronation.

Foam rubber pillows from the department, a radio from the Elevator men and a well-filled wallet from the girls were his parting gifts. His friends in the Receiving Department added a convertible sports jacket and friends in the Mail Order a table lighter and other gifts. All our best wishes, Billy!

**T. W. HIDDLESTON**, of M.O. Packing, is another long-service Eatonian whose departure for retirement will leave a noticeable gap in the roster of old timers. He joined Eaton's in 1923 and had completed 33½ years' service. On Saturday morning, January 15, the department presented him with a set of tires and tubes for his car; the girls of the department added a lovely necktie clip and cuff links. All morning a steady procession of friends came to wish him future health and happiness.

**S. McMASTER**, of the Grill Room Bake-shop, "turned off the ovens" Saturday morning, January 15, when he retired after over 33 years' service. He was presented with a sportsman's thermos kit and a wallet with currency; with all best wishes that he will enjoy the use of both in happy years ahead.

**MRS. DOROTHY THOMSON** retired Saturday, January 15, from the Lingerie Department, after over 30 years' service in that department. On Friday a dinner party and social evening were held at the Airport Hotel. Mr. R. King ably recalled her long and valued service with the Company and made the presentation of a radio on behalf of the department. There was then a novelty presentation by Mr. S. A. Screaton, after which we all feel certain Mrs. Thomson will never forget her (glamorous) Lingerie Section. On Saturday she received many other gifts and best wishes for future good health and happiness.

**CHARLES M. HINE**, department manager of Men's Wear at Port Arthur Store—whose 35th anniversary was reported in the recent November issue—retired on Saturday, January 15. All department managers and their wives in Fort William and Port Arthur Stores were entertained by Mr. and Mrs. Hine at their home that evening. Tuesday, January 18, Mr. and Mrs. Hine were honoured at a dinner-dance at the Flamingo Club. Presentation of a car radio to Mr. Hine by Mr. G. D. Nelson, and roses to Mrs. Hine by Mr. W. J. Abercrombie, highlighted a very enjoyable evening. A visit to their daughter and grandchildren at Toronto is planned by Charlie and Mrs. Hine in the near future, which we all hope will be a happy prelude to a long and healthful retirement in their Port Arthur home.

## From the Customers' Viewpoint—"Eaton Service"

To **MRS. ELSIE DEMEULE**, of our Shopping Service:

"The Christmas party for underprivileged children in the Flight Cadets' Mess... was a complete success.... Thank you for the assistance. This was made possible by the kind efforts of yourself and others. — C.O., R.C.A.F., Winnipeg."

To our Electrical Department from a Minneapolis customer:

"MISS BASSEY examined the lamp shade and said she would look after it.... On Monday the shade arrived, stronger than ever, perfectly fixed. Why do customers stand by the name 'Eaton?' For just such service as this.—Miss E. L. Taylor."

To the Optical Department:

"I wish to express appreciation to your clerk number 14 (MR. JOHNNY LINNEY) for

kindness shown in repairing my husband's glasses; his courtesy is commendable...."

To these Eaton drivers, among others, customers extend thanks:

**CYRIL HORSFALL** — "I again wish to bring to your attention the above-named driver... never too busy to give a cheery 'hello' or help with a heavy parcel. I have watched him handle his truck — so careful you'd think he was the special guardian of the kids...."

**CHARLIE PETRIE**—"Thanks to The T. Eaton Co. for the services rendered by your delivery man. Always courteous, co-operative and efficient."

**J. GINGELL** and **H. TOWES**—Management received thanks paying tribute to their kindness and courtesy "beyond the call of duty" in being of special assistance in the course of their daily round, to a blind customer.



## Retirement Honours for Mr. William Hodgson



Mr. Hodgson in gift chair, and above, with Mr. G. M. Eaton.

Over 42 years' continuous service in the Meat Department, where he rose to his position as manager many years ago, is the splendid record of Mr. Hodgson. A reception of executives and managers was held at the Fort Garry, Friday evening, January 14, in Mr. Hodgson's honour.

Mr. Ross Screation, chairman, said he had found it enjoyable working with him. He was, said the speaker, not only very helpful but very highly thought of in all circles of the packing industry. Messages of congratulations and good wishes to Mr. and Mrs. Hodgson were read by Mr. R. M. Pinfold. They came from all Western Stores' managements, from the managers of the Provisions and Meats, and from Buying Offices and other friends in the east and overseas. To these Mr. Pinfold added his own personal congratulations and thanks for Mr. Hodgson's co-operation and inspired progress in the department's business.

Mr. Gilbert M. Eaton, in his accustomed gracious manner, conveyed the thanks of the Company directors, and the Eaton family. Said he, evidently Mr. Hodgson had been "cutting up" since youth, but was held in high regard as was evident from the "meat" in the messages. After such long, loyal and good service he deserved to enjoy his retirement—and may he long do so! Whereat Mr. Screation interjected "He's now 'on the lamb.'"

Mr. A. H. Young, on behalf of the gathering, presented to Mr. Hodgson a television set, with sincere wishes that it might afford enjoyment to him and Mrs. Hodgson in many years of happy retirement. He said that Mr. Hodgson undoubtedly knew his own mind when young, as to a career—and learned to know the business as few did. The packing industry is a very big field and there and in the livestock field he was held in very high esteem.

Mr. Hodgson responded in a lively and interesting manner, and said he was particularly proud of having worked to establish and build the Basement Meat Section which has grown so wonderfully and on which he had been fortunate to receive many commendations from management. He then gave numerous happy reminiscences and, in expressing thanks for the gift, said it had always been a pleasure to work for Eaton's.

Saturday morning (the day of his retirement), in the presence of the staffs of the Third Floor and Basement Meats and Workrooms, Mr. M. Morrow presented to Mr. Hodgson the departments' gift of a super-comfortable reclining chair. They wished him and Mrs. Hodgson a most healthful and happy retirement; he had been a grand man to work for and they were all sorry to see him go.

That evening at the Native Sons' Hall in St. Boniface, a party of nearly 500 was held, including the departments' staffs and wives, and many other Eaton and business friends. Further gifts were bestowed on Mr. and Mrs. Hodgson and the floor show, dinner and dancing were supremely enjoyed.

## Mr. W. J. Agnew, M.O. Drapery Manager, Retires

More than 42 years of Eaton service came to a close when Mr. Bill Agnew, department manager of M.O. Draperies and Workroom, retired Saturday, January 13. Belfast-born, Mr. Agnew is a Canadian army veteran of the first World War.

His full term of service with the Company has been with the Draperies, in City and Mail departments. Mrs. Agnew, as Miss Janet Kier, also worked in the Draperies. This fine Eaton record of Mr. Agnew's was honoured Saturday morning by a breakfast at Moore's at which every member of the M.O. Draperies and Workroom was present. A corsage was presented to Mrs. Agnew, and a set of fine briar pipes in an inscribed case to Mr. Agnew. Later, in the department, Mrs. Agnew received a bouquet of flowers, and numerous personal gifts were made to Bill. All that morning Eatonians and business associates called to wish him farewell and a bright future.

During the morning a meeting of M.O. department managers and assistants took place, at which Mr. A. H. Young, M.O. superintendent congratulated Mr. Agnew on having known so soon what he wished to be and dedicating his life's work so successfully to the world of Draperies and to Eaton's. He then presented, on behalf of those present, a diamond-set Shriner's lapel pin, with all their best wishes for the happiness and health of Mr. and Mrs. Agnew in the years to come.

Mr. and Mrs. Agnew celebrated Saturday evening by entertaining staff and other friends at their home.



Mr. A. H. Young and Mr. W. J. Agnew



# Eaton's Five-Pin Mixed Bowling League

By Vera McCaw

Here we are in a brand new year—let's hope it will be a better one for one and all. My sincere thanks for all your good wishes during my absence. The information gathered together here is, I trust, correct to January 7, but should any question arise re the records, may I ask first your indulgence and then that you notify your scorekeepers who will set me straight.

All divisions but Five and Six have completed 18 games of the second series, Divisions Five and Six being three games ahead. Here are the teams on top:

**Division One**—Skippers and No Blows with 11 wins and 7 losses.

**Division Two**—Rustlers and Lafalots with 12 wins and 6 losses.

**Division Three**—Tegos with 14 wins and 4 losses.

**Division Four**—Buffalers, Seven-Ups and Panthers with 11 wins and 7 losses.

**Division Five**—Blazers with 18 wins and 3 losses.

**Division Six**—Ramblers with 16 wins and 5 losses.

Division	Women's High Game	Women's High Three	Men's High Game	Men's High Three	Team High Game	Team High Three	Women's High Average	Men's High Average
One	T. Kimak (Outlaws) 385	D. Pankhurst (P. Punch's) 869	A. Farquhar (R. Riders) 421	B. Webster (Skippers) 931	Outlaws 1338	Outlaws 3357	B. Greenwood (Set-Ups) 217	S. Sigvaldason (Sparklers) 239
Two	M. Montford (Lafalots) 430	M. Montford (Lafalots) 995	W. Mills (Millwrights) 369	A. Inglis (Drivers) 932	Lafalots 1315	Lafalots 3591	H. Derocher (Scotties) 196	C. Napier (Five Spots) 213
Three	D. Jenner (Meteors) 373	D. Hardiman (Monarchs) 874	F. Maire (Eagles) 397	F. Swonnell (Monarchs) 907	Meteors 1274	Eagles 3438	D. Monchak (Wiggetts) 210	A. Gable (Try Hards) 205
Four	R. Zaste (Head Pins) 385	J. Miller (Budgeteers) 911	P. Cook (Alley Byes) 355	G. Forster (Alley Byes) 908	Jeeps 1225	Budgeteers 3203	D. Martin (Head Pins) 212	B. Insch (Majors) 223
Five	J. Vermeulen (Five Sports) 327	M. Dheere (Nationals) 820	A. Thauberger (W-Niners) 369	A. Thauberger (W-Niners) 860	Whispers 1114	Wise Ones 3062	J. Bain (Five Sports) 178	A. Thauberger (W-Niners) 213
Six	S. Ratinsky (Ink Spots) 373	Y. Meuller (Minx) 832	M. Kubara (King Pins) 366	C. Sander (Ramblers) 855	Ink Spots 1077	Ink Spots 2965	Y. Meuller (Minx) 188	B. McAlpine (Sirloins) 194

Space does not permit the mention of all the good scores rolled, but here are a few of the high ones:

**Division One** — Sig Sigvaldason, 813, 720, 671, 669 (316, 203, 286, 258, 258); Dutch McGurk, 799, 756, 703, 694, 671 (297, 293, 276, 254, 249); Bob Clarke, 796, 692, 682, 672 (306, 288, 263, 258); Betty Meiklejohn, 793 (301); Pat Fellowes, 786, 726, 668 (276, 259, 259); Mary Matthews, 777 (321, 259); Vivian Legacy, 756, 684 (265, 247, 247); Joe Green, 754, 676 (305, 253); Al Farquhar, 750, 705 (266, 260); Gord Quinn, 749 (365, 303, 265); Terry Kimak, 741, 690 (310, 253); Bill Liver, 740, 701, 684 (311, 285, 256, 248); Bob McQuarrie, 737, 686 (277, 255, 248); Anne McCaffrey, 727 (248); Anne Anderson, 725, 712 (312, 302); Marg Beer, 717, 708 (253, 251); Lorne Jackson, 710 (256, 248); Harv Sheidow, 709 (339, 272).

**Division Two**—(Sorry some sheets lost in the mail.) Al Inglis, 788 (295, 289, 280); Clarence Saunders, 744, 669 (286, 246, 245, 234); Don McColl, 738, 646 (293, 257, 236); Bill Hogg, 736 (303); Cy Napier, 702, 664 (260, 256, 255); June Desbrisay, 701 (250, 248, 203); Helen Durocher, 687 (314); Art Wright, 685 (260, 251); Dave Mackie, 684 (305); Guy Cancilla, 662 (257, 252); Irene Daniels, 658 (295); Kay Chisholm, 657.

**Division Three** — Dot Hardiman, 830, 769 (314, 276, 264, 253, 252, 240); Zella Stevens, 770 (274, 249, 247); Frank Swonnell, 765 (321, 278); Peter Zallack, 728 (302, 245); Al Gable, 725 (302); John Lemmen, 718 (316); Chris Bewick, 715 (279, 249); Jim Carson, 699; Donna Monchak, 808, 698, 668 (321, 273); Joe Bingham 682; Dot Jenner, 681 (333); Millie Barker, 680

(261, 252); Elsie Craig 680; June Herring 679; Bill Southwood 672; Janet Kirkwood 669; Joyce Pincosky 665; Mildred Duncan, 659, 656.

**Division Four**—Jean Miller, 833 (332, 270, 241); Jean Fairhall, 758, 724, 680, 632, 601 (305, 270, 244, 232, 223, 222, 222, 220, 215, 213, 207) —how do you like that?; Penny Miller, 716 (291, 214, 211); Al Sizeland, 707 (246, 238, 223); Stella Hawkins, 705, 653 (269, 259, 249, 218); Dot Martin, 703 (246, 229, 228); Bill Mitchell, 693, 674 (305, 284, 253); Eleanor Green, 682, 675 (260, 246, 227, 221); Norm Henry, 681 (274, 234); Norm Hawkhead, 674 (275, 220); Bud Insch, 673, 653, 623 (309, 275, 250, 242, 218); Ann Shembley, 672, 644 (251, 250, 217, 205, 204); Ernie Latter, 668 (286, 200); Nettie Shulhan, 663, 637 (289, 239, 210, 207); Rita Zaste, 662 (270, 240); Marion Murray, 661 (241, 215).

**Division Five**—Alex Thauberger, 788, 644, 630 (345, 310, 261, 230, 225); Ted Black, 712, 640, 629 (242, 242, 237, 233); Jim Reid, 709, 650 (257, 253, 228, 228, 227); Ted Davis, 659, 630, 602 (270, 263, 241, 231, 202); Frank Crosley, 684, 609, 607 (271, 261, 241, 226, 224, 217, 215, 204, 200)—just look at those consistent 600's and 200's—who said "beginners?"; Madeline Dheere, 676, 657 (240, 240, 233, 231, 205); Harry Evans, 673 (277, 257); Roy Lowe, 654, 618 (284, 234); Jim Stewart, 663, 653 (276, 262, 237, 211).

**Division Six**—Jack Grant, 665 (274, 215, 212); Dave Olford, 647 (233, 219, 219); Dave Gray, 642 (264, 260, 222); Joyce Briggs, 639 (281, 213); Don Costen, 637 (254, 223, 217).

That's all for now. Sorry we couldn't include many names and scores.









## Sponsors' "Thank You" Dinner Party

As in previous years, after the strenuous Christmas season was over, the Company tendered a reception and dinner party to the Sponsors at the Fort Garry Concert Hall. This year the occasion was Thursday, January 13, and again well over 450 people were present.

And never, be it noted, did the evening turn out to be a greater success — never have the Sponsors and the Assistants' Association had greater cause for enjoying this grand "evening out."

Seated at the head table were Mr. M. McKenzie, Mr. L. Waddell, Miss R. Spurway, Mr. Scott Marshall, chairman; and Mr. N. Franklin, all of the Assistants' Association. Guests were Messrs. W. L. Palk, A. H. Young, E. G. Rogers, G. Muirhead, A. Osborne, W. E. Gray.

For the success of the evening, said the chairman, he would like to show appreciation to the sub-committees: Mr. Franklin and Mr. McKenzie for arrangements, Mr. Price and Mr. Quinn for entertainment.

### Splendid Spirit—Splendid Record

That was the theme of the short yet most effective message conveyed to the gathering at the appropriate time by Mr. W. L. Palk, Store superintendent, when called upon by the chairman, President Scott Marshall of the Assistants' Association.

Referring to a certain workshop which advertised "The Difficult We Do Tomorrow—the Impossible Today," he pointed out that it is the spirit in all phases of our work that counts. Spirit that gives the spark to how-to-do-it and the will-to-do-it. With over 3,400 new staff, the sponsors had done so well that not only was service good, not only were these

many hundreds trained to like working in Eaton's, but would think of Eaton's as a good place to shop. So well had this spirit worked that mistakes had been fewer; and marvelously, no late complaints had to be handled after 7:30 on Christmas Eve—a record! Again it had been proved that "when you want a big job done, Ask Eatonians to Do It!"

### Speaking for the Mail Order . . .

Mr. E. G. Rogers, M.O. Operating manager, mentioned that at the get-together supper he had outlined the pitfalls and difficulties in the way of mail order filling. During part of the rush period, unfortunately, he had been away, but on return he was splendidly satisfied by the fruits of the sponsors' work . . . including a record low percentage of complaints at that season, evidence of fine co-operation all along the line of servicing those half-million customer-families in country and town.

### A Merry Evening

Yes, 'twas a grand night for singing—and time after time that effervescent, sparkling leader, Jimmy Quinn, teamed up with sure-fingered accompanist Harold Price, to get more and more enthusiastic response from the tables. Old and new favourites were sung with vigour—and the fun was added to most enjoyably by the music and antics of Maestro Marsh Phimister and his band, with Eatonian Mervyn McKenzie standing-in on the famous necktie trick (good thing to remember at parties, what?).

Altogether, a very notable event, the kind of occasion that sponsors and Eaton's may well congratulate themselves on deserving.



At Left—A typical group of photogenic assistants and sponsors (we think); and above and on facing page—general view and some rather more glamorous groups of the large assembly.





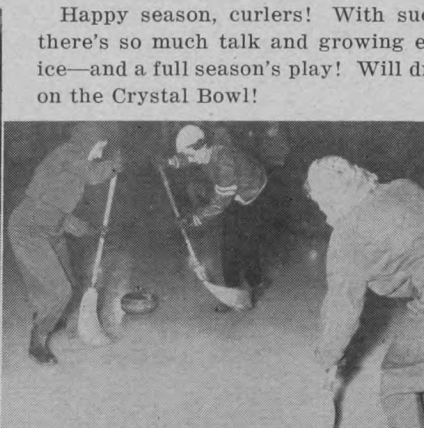
## Curling Clubs' Official Openings

As mentioned in our last issue—Monday, December 13, President Hugh Caldwell (shown in foreground, left) officially opened the season's games by sending down a neat in-turn to the rings, honorary broom-holder being Mr. Gordon Muirhead. However, right after that night the summery weather caused the ice-maker to clamp down again on play, and it was not until after the holidays that the ice really firmed for continued play. Now the Group 1 rinks are started on their second round and they and everybody else will have to sandwich games in when they can to catch up on schedule. At present we will mention only that with four games played in the first round, the Collins, Mackie and Milne rinks were all winners of four straight.

On Saturday, December 18, for just a few hours the ice held—and that was just enough for Eaton's curlers to do their part in the annual invitation by the Manitoba Curling Association to clubs from out of town. Eaton's played host to rinks from Carman, Neepawa and Forrest that evening, treating them to a buffet supper, then a session of curling, and a get-together with songs and laughter. Good-bye was then said to the visitors, who departed on their long journeys home with many requests that we visit them in turn. As to that, well, we can hope!

\* \* \* \*

**LADIES' CURLING CLUB**—after being held up by the aforesaid weather, set their sights on Monday, January 3, and made it! Here we show Miss Ethel Smith, club president, starting a rock that must surely have made the four-foot ring at least! The other shots of the camera show that the brooms got a good work-out (just then, anyway).







## Six Hundred Young Curlers Guests of Company at Social Evening

Again this year, as on previous occasions, the 600 players in the High School Curling Bonspiel left the "besoms and stanes" at the rinks and were Eaton's guests in the Auditorium Concert Hall, Tuesday evening, December 28.

A well-received stage show followed by refreshments "filled the bill" admirably. The whole evening was enlivened by the peppiness of the guests who evidently felt the "evening out" one of the highlights of their visit, and really enjoyed it.

With the "one and only"—the inimitable Len Andre—as actor-manager, the large audience saw in addition: Steve Senicki in juggling par excellence, Ronny Komar and partner in accordion solos and duets, Linda Mailey, Lois Mailey and Judy Lough in

song-and-dance, and Margaret Reid in her ski-tap and other routines. (The last six, members of Eaton's Good Deed Club.)

And you can see by the pictures how the crowd liked the "treats" and how busy were the staff who worked with Mr. George Fox, of the Lunch Room, to see that they satisfied those healthy appetites. A bow to them for good work!

As one young curler was heard to remark, "We won't forget this night in a hurry."

### February Long-Service Anniversaries

#### FORTY YEARS

C. Simpson, Paints. . . . . Feb. 2

#### THIRTY-FIVE YEARS

C. Grewar, Freight Transport. . . . . Feb. 16

H. R. Screaton, Foods Mdse. Mgr. . . . Feb. 23

#### TWENTY-FIVE YEARS

J. A. Baxter, Sporting Goods. . . . . Feb. 4

J. Donaghy, Customers' Decorating. . . Feb. 8

D. W. Leckie, Bag Factory. . . . . Feb. 13

Mrs. Anne Lloyd, Candy Factory. . . . Feb. 17

### SALESMANSHIP IS SERVICE!

From a letter received recently from Montreal, we quote:

"My typewriter was stolen at Vancouver; I came into Eaton's at Winnipeg to look for another. The gentleman who sold me this one I am using did an outstanding job.

"I was very much impressed with his product knowledge and explanation of the various machines. He questioned me as to my

needs, made me try each machine, and when I showed special interest in this he removed the others and gave me no less than 14 selling points about this model, and finally mentioned the price and the Eaton guarantee. . . . Inside a couple of hours (I was leaving) the typewriter was delivered at my hotel, properly packed, with instructions. . . . I am delighted with my purchase and the way it was handled."

(The Eatonian: Mr. E. Nichol, Stationery and Office Supplies, Main Floor.)

From a Resident of Byesville, in Ohio,  
Came a Letter Addressed to

THE LARGEST CLOTHING STORE,  
REGINA, SASKATCHEWAN,  
DOMINION OF CANADA

Where did it "land?" Naturally — at Eaton's—and was passed on to us as an item of news, not only because it found this Company, but because it shows that our "good neighbours" recognize that good service can be counted on up here from both the post office and the merchants.



# Fish-olo-gee

By ARNI COOPER



First of a series sponsored by the Eaton Angling Club. This was a rather tremendous "paper" from which we have made these excerpts on fish and fishing in Manitoba . . . about fishes well known and others present but not often seen.—Ed.

Anglers represent probably the largest active group of people who combine a recreation with healthful outdoors exercise amid natural surroundings — which lets out that other large group, the golfers! Such a large percentage of population indeed, that wise regulations have been set up to prevent "fishing out" the waters.

In and adjacent to Manitoba the rivers and lakes offer species for every type of freshwater fishing. In these articles we will study some of them. Their "lines," colour, markings and other details for identification. Their environment—their species or families; their strife for existence against predators (and anglers!). Their importance in the aquatic world—and for anglers' recreation!

Avenues of nature lead to the unknown—and then as we learn more about fish and fisheries we can use this knowledge to protect our recreation—not just learn how to make and use better lures and get bigger catches, but to remember that a Limit is not a **Must**, but a **Must Not!**

This information has taken years of observation, contact, study and research. My own interest dates back to childhood, around Fort William; pleasant hours with my father, an ardent nature lover. He taught me to obey conservation laws and understand the principles behind them. I have seen the selfish destructive methods of the poacher and grown the more to admire the sportsman of rod and reel!

Here I offer what I can in order that Eaton sport fishermen may appreciate the true wholesomeness of fishing as active recreation—and, of course, in most cases of fish, good eating—and the necessity of working to conserve the crop and its habitats. We must catch less and kill less, yet can learn to have more fun doing it!

Fishing, and the many things that make it possible, can survive only through a carefully planned program—and sportsmen who will have a wholesome regard for the program. Fish must live in water—pure water! Must have adequate food supply, suitable cover, fitting environment. The soil, forests and water are all necessary—so the true importance of conserving the all-around elements are easily understood in relation to the laws laid down for the purpose.

The cycle of water from earth to sky to earth is part of the story of our lakes and streams; part of our national capital even, in that water itself produces some of the very

means by which we build by road or stream or rail to get to our fishing places; and from the earth comes all the things necessary for our rods and lures and lines. Important then that we help to protect our natural resources in every possible way! We've profited and prospered from nature's gifts—now let us accept some of the responsibility for using them but not abusing them. Yet that is an "angle" that it has taken more than 200 years to impress on men's minds, even to today's limited extent!

Nature's playground is our playground! Shall we continue to destroy—or conserve?

\* \* \*

## EATON CLUB NOTES

**FISH RASH!** Sounds like a dread epidemic, doesn't it? And in a way it is! Not confined only to men, either—boys and many feminine persons get that same itchy feeling come May and the spring break-up—when lakes are unchained and streams run again! The cure? Found out by the barefoot boy with willow pole, hook and line and worms, after doctors had despaired of a cure. Indeed, many doctors suffer from it, yet enjoy it.

Like to catch it, have good outings in good company, and lots of fun? Then join the Anglers' Club. Many make it a family affair, bring wife and youngsters who can stand a day in the open. Interesting and entertaining meetings and social evenings all winter: fisheries science and first aid classes; and by the way, enough men right now in the club have completed three years' St. John training to make our own brigade—great work!

Summer outings by bus and train—some by car cavalcade being arranged for this season. To join, see Doug McPherson, Recreations; J. Johansson, Sporting Goods; Arni Cooper, Store Electricians; Pat Carr, Foodateria Office, or F. Williams, M.O. Watch Repairs.

And look for Eaton's Anglers helping at the Trout Pool in the Sportsmen's Show at the Auditorium, February 26 to March 5! "Sharkey" the Seal will be there, too.



Dorothy Maynor

Coming! . . . March 10th

## Eaton Night at the Symphony

Guest Artist

**DOROTHY MAYNOR, Soprano**

Advance Box Office for Eaton Employees  
**March 1st, 2nd and 3rd**  
 at Public Relations Office, Sixth Floor, Store

Get Your Tickets Early for Best Choice



## EATON VETERANS HELP COMRADES AT CHRISTMAS

In the period before November 11, Remembrance Day, each year volunteer ex-service Eatonians call on all those still working here who served in the men's or women's forces in the World Wars. The sum thus collected enables Eaton veterans to honour the fallen by placing two wreaths at the Panel of Remembrance each year. Money left is used for good works — as reflected in the message following:

"Veterans' Home, Academy Road.  
"Dear Mr. Tease: A generous donation from Eaton ex-service men and women, of three radios, was presented to the Home yesterday. Also a large supply of candy (this was from Caretaking's Christmas party—Ed.) and \$50 for veterans' comforts.

"Please accept, on behalf of the patients of this home, our most sincere thanks. It is indeed gratifying to know that our men are not forgotten by you who have also been in the services.

"Yours very truly,

"Mrs. J. Allen, Matron."

\$50.00 for gifts to the Legion Christmas Tree for hospitalized veterans was another donation by these Eatonians.

A further sum of \$20 was also expended by the Eaton veterans to provide cigarettes at the Christmas dinner to veterans of the first Great War, given by the Manitoba Canteen Fund.

That these gifts are from men and women who had already given service and faced danger in the wars, should surely make the rest of us more eager to give when opportunity comes along to help any veterans' causes.

"The Salvation Army,  
"Men's Social Service Dept.,  
Logan Avenue, Winnipeg.

"Dept. 132, The T. Eaton Co. Ltd.

"Dear People: Your donation of milk and candy on the night of your party was received here and we thank you most sincerely for same.

"Be assured that we do fully appreciate your practical assistance.

"Yours sincerely,

"S. McKinley, Sr. Major."

Here's a Good Sequel to the Staff's  
Fall Dance!

"Dear Editor:

"After all the bills were paid the committee has a profit of \$203.00. This will be given to the Employees' Charitable Fund.

"R. Spurway, secretary,

"Assistants' Association."



### "TEST PATTERN"

Yes, it's the real T.V. for the kiddies at the Children's Hospital. We reported in our Christmas issue how the Employees' Charitable Fund had arranged for Santa Claus to deliver the set. Now for our readers to see, here it is. Explaining the working of the new wonder is Miss Marjorie Lynn McIntyre, Play Therapist, and listening—and getting set to look—are a few of the young patients. Actual viewing, of course, isn't so close—subjects and hours are carefully selected; but we hear the children are delighted with your Fund's gift!

Saturday morning, January 15, the members of Staff Relations, Personnel, Employment, Staff Training staffs met before Store opening to honour Miss Joyce McGeachy on the eve of her departure to live and work in Toronto.

In the absence of Mr. B. Sutherland, manager, Mr. Ken Smith complimented Joyce on her record of capable work in the Sales Office and Personnel, where her ability and cheerful personality will be greatly missed. On behalf of her co-workers, he then presented her with a "Snorkel" pen set, with all their best wishes for happiness and success "down east."

To all those retired Eatonians who sent greetings and thanks for the magazine, Contacts says "Thank You" and passes on your good wishes to our readers, your old friends.

### SPORTS SHORTS

Badminton Club having good exercise and fun—could use more members.

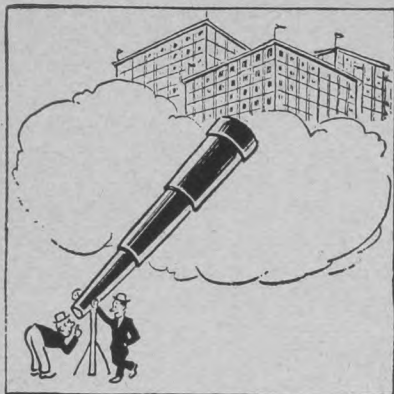
Hockey, we see, is also asking for more players and, we hear, getting good response.

And in the recreation area, Square Dancers make all welcome — beginners, experienced dancers who wish to join, spectators. Scott Memorial Hall, Monday nights, 8 to 11 p.m.

Rollers Skaters, too, would welcome members—learners or experts. If interested in any of above, see D. McPherson, Recreations, Employment Office, Second Floor, Store.



# WHAT'S GOING ON-



## AROUND HERE?

### BASEMENT STORE

Footwear—By Elaine Charman

Congratulations to Miss Joyce Petrie who received a beautiful diamond ring from Don Blanchard during the festive season.

Juveniles, Women's Wear, Staples

By J. McIntosh

Cupid was very busy this Christmas. Three of our girls received diamonds for the all-important finger. Miss Marjorie Keele, Juvenile Section; Miss Myrtle Hirst, Women's Sportswear, and Miss Audrey Jansen of our office. Congratulations!

Foodateria—By Ruth Berg

Four engagements made news in our department over the holidays. Joyce Bell received her diamond from Earl Little; Loraine Lariviere received hers from Brian Dandurand; Anne Wintoniak hers from Tony Steffanyshyn; Bernice Brad hers from Vic Thorndarson—and are they all lovely!

Pat Sinclair left us December 24. Mr. A. Carr, department manager, presented Pat with travelling bags, nylons and cosmetic case. We wish you lots of luck and happiness, Pat.

We are all glad to see Sam McBeth back; hope you are feeling a lot better, Sam. We also hope to see Nettie Mazur back with us in the near future and hope you are feeling better now, Nettie.

### Meats

Lillian Weselake is smiling happily these days—and why not? Congratulations on that lovely diamond you're wearing, Lil. We understand the lucky lad is Eric Pohl.

Paul Barchet has left us, and we were sorry to see him go. Wish you all the best in the future, Paul.

Our sympathy to Jean Matheson and her family on the recent loss of her father.

Joan Smith, who had been with us for a spell of years, left us to devote her time to home-keeping. The department's parting gift was silverware. Good luck, Joan—come around and see us sometimes!

We were all sorry to lose our manager, Mr. W. Hodgson, but did our best to give him "a royal send-off" with sincerest wishes for all health and happiness to him and Mrs. Hodgson in the future.

Eighteen

### MAIN FLOOR

Gloves and Hosiery—By Norma Patterson

Cupid, with his arrow, struck four times in our department this Christmas season. "Wee" Sadie Dain received a beautiful diamond from A. Zeitz—wedding date is February 5. June Matheson is engaged to Steve Patrick; Ella Wald to Lloyd Baker of Toronto, and Jean McGowan to Jim Van Santen. Such lovely rings! Congratulations, girls.

We are sorry to say that Shirley Gibson had to undergo an appendectomy; hope you'll make a wonderful recovery, Shirley, and hope to see you soon.

We extend our sympathy to Joan Chamberlain in the loss of her grandfather.

Drugs—By C. O'Kelly

Jackie Walker, Office staff, has decided to make housekeeping a career. She will be very much missed.

Two diamonds appeared in the department recently: one worn by Shirley Peters, Surgical Counter, who is engaged to Albert Allerie. The other belongs to Marilyn Rombough, Soap Counter; her future husband is Earle Smith.

We are sorry to report the death of Mr. Bryden (Dispensary, retired), and extend sincere sympathy to his relatives.

We are glad to have Ken Merrett, Filling Room, back with us. Ken had been away with pneumonia and pleurisy.

We extend sympathy to Rita Roe, Parker demonstrator, in the recent loss of her father.

Jewellery—By Roy Firth

The Jewellery Department is happy to welcome new members to its midst. They come from widely scattered areas: Misses Beryl Jones from Nottingham, England; Herta Schnitzler from Kassel, Germany; Helen LeClerc from Edmonton; Marina Katronis, ballet dancer, from Vancouver (now in the Winnipeg Ballet), and Mr. Alan Dick from Norwood.

Congratulations to Miss Mae Broughton, Jewellery Office, on the completion of 35 years with the Company on January 12.

Notions—By V. Gillespie

Congratulations to Simone Tremblay on her engagement to Mr. Jean Louis Tardif. Every happiness!

Welcome back to Brenda Miller after her recent operation.

Our Christmas party was held in December—a smorgasbord and dancing at the Vasa-Lund. It was a most enjoyable evening, everybody had such a good time. Our thanks go to Mr. Len Shaw for all his work in making it such a big success. We're looking forward to another party, Mr. Shaw.

\* \* \*

### THIRD FLOOR

Hardwares—By H. Smith

Our sincere sympathy goes out to Jack Fisher in the loss of his father who passed away on December 11 in Kenora.

Sorry to report Ruth Hogan, Brush Counter, away ill; we wish her a quick recovery.

Meats—By Hilda Mensforth

Congratulations to Mr. and Mrs. Lloyd Waggoner on the birth of a son, Frederick James, 8 lb. 10 oz., on January 6.

Our sympathy goes to Mrs. William Baker in the loss of her husband, December 29. Mr. Baker worked for a number of years on auxiliary staff in the Cutting Room.





The Meat Departments, Workrooms and Storage staged a great family party at which scores of business friends of Mr. Hodgson were present, Saturday evening, January 15, at the Native Sons' Hall in St. Boniface. Here we see Mr. and Mrs. Hodgson admiring some of the gifts then presented—luggage and a power lawn mower. Also visible is the marvelous cake made in the form of Eaton's Store.

\* \* \*

#### FOURTH FLOOR

##### Women's Coats and Suits—By M. Bowen

Mr. and Mrs. Graham Scrivener entertained the staff on Thursday evening, January 6. A delicious buffet dinner of turkey and all the trimmings was served, and heartily enjoyed by everyone. We use the word "heartily" advisedly. After dinner, music and dancing kept everybody happily entertained.

Still more fun was added to the occasion when Miss Eba Cummings, Miss L. Armstrong and Mrs. Q. Tatam modelled formal evening wear. Miss Eba Cummings was especially chic in a sophisticated black "off-the-shoulder" model—jersey blouse and sheath skirt of velvet. Miss Cummings' costume was enhanced by stunning costume jewellery, carried out in meticulous detail, right down to an ankle bracelet.

On behalf of the staff, Mrs. M. Lloyd presented Mrs. Scrivener with a bouquet of flowers.

Mr. and Mrs. Scrivener have recently moved into a charming new home. To honour this happy occasion, Mr. Alf Chalmers, on behalf of the staff, presented them with a Swedish glass vase.

Department 244 is happy to welcome back Mrs. Betty Huston who has been absent from the department for several weeks recuperating from an accident.

##### Lingerie and Foundations

We are pleased to report Molly Yauk is much improved. Keep up the good work, Molly, we all miss you.

Congratulations to Ann Charko who is wearing a lovely diamond. The lucky fellow is Eddie Mielimak. Also congratulations to Anna Mae Whetham who also received her engagement diamond—the lucky fellow being Gordon Whettell.

Mrs. Dorothy Thomson who was with our department almost 33 years, retired Saturday, January 15, and all our good wishes go with her.

##### Beauty Shops—By S. Proctor

On Tuesday evening, December 21, our department Christmas party was held at the Homestead—and did we have a grand time! Jean was a great success at the piano, and we enjoyed the delicious meal and the evening's fun. Now everybody is saying "When is the next gathering? Soon, we hope!"

\* \* \*

#### FIFTH FLOOR

##### Children's and Girls' Wear—By F. Kellett

"Dan Cupid" went to work in our department over the holiday season. The Tuesday after Christmas, Joan Lindstrom came in with a lovely diamond from Bob Kowalchuk. After New Year Bernice Gray wore her ring from Don Sywak. Congratulations.

We hope by the time this is published we will have Mr. Barnsdale back with us. Meanwhile, best wishes for recovery.

##### Children's Footwear—By Leo Clarke

Congratulations to Mr. and Mrs. Roger Vermilion on the birth of their baby girl (Susan Anne). The happy event took place December 2, and baby weighed 8½ lb.

The department's Christmas party was held December 18 at the home of Mr. Phillips, department manager. Lots of fun was had in competitive games of indoor hockey, bowling, etc. Prizes were handed out by Mr. P. Carter, manager, including those to our assistant, Gord McGregor, for "stepping into" the hockey game—helped by Mrs. Carter who also got a special prize!

A turkey-and-ham buffet supper was then enjoyed, and a hearty round of applause given in thanks to Mrs. Phillips, the hostess.

\* \* \*

#### EIGHTH FLOOR

##### City Ads—By Ruth MacKay

We welcome Mrs. Dawn Strathy to the Art Section. She hails from Montreal—and we hope western hospitality will entice her to stay a long time.

We are also glad to have Elizabeth Dreidger working with us. She's tiny but such lots of energy!

Michael Morley, another new member, pushes a mean pencil on the ditto board.

Mr. and Mrs. Paul Herriot were blessed with a second daughter on December 28.

Happy to have Vera McCaw hale and hearty and back on the job after a short but necessary stay in hospital.

Miss Ina Esterbrooks, formerly of the Art Section, has left us to live and work in Halifax, N.S., which is "next door" to her home. We miss her, and wish her success and happiness in her familiar haunts.

##### D.A. Office Chatter

Congratulations to Carole Goodman who became engaged to Bob Grantham, December 23. Bob and Carol will be married in the near future.

Doreen Rudolph was the recipient of a lovely diamond from Arthur Wittman, November 18. Congratulations.

A letter was received from our Evalynne Christensen who moved to Vancouver in November. Ev seems to be enjoying life at the coast and says "hello" to all her friends around the Store.

##### Budget Plan—By E. Tamplin

The wedding of Lauria Godin to Roger Cossette took place November 27 at Sacred Heart Church. Lauria received a gift of luggage from the department. A shower was held at the home of Lorraine Cellin at which time Lauria was presented with kitchenware. She is making her home in Fargo, N.D. Our best wishes for the future, Lauria.



#### Budget Plan—By E. Tamplin (Continued)

On Saturday, December 4, we were happy to extend many good wishes to Edna Mae Smith who has been 30 years with the Company. Our gift to Edna Mae was a beautiful Swedish vase.

Sorry to say good-bye to these girls: Doris Lynn who received American Beauty Rose china from the department; Mrs. Hermine Pokrywka and Mrs. Connie Sarchuk who left to make housekeeping a full-time job. Hermine received a Lazy Susan from the girls and Connie a lovely necklace. Good luck to you all.

Congratulations and best wishes to Gladys Laroque, Rita Mireault, Joan Masson and Nelly Kosik who are all wearing lovely engagement rings.

Frances Wells and Lillian Apland are on the sick list; hope to see them both back soon.

Our deepest sympathy to Mrs. Gwen Stanger in the loss of her father.

\* \* \*

#### ELEVATOR UPS AND DOWNS

By Aldous Brow

Congratulations to two of our girls who received beautiful diamonds over Christmas. They are Aileen Dufly and Betty Galloway. The lucky men are Don Soderholm and Reinhold Jarmuske.

We are glad to have Bob Burns back with us after his illness, and send our best wishes for a speedy recovery to Mrs. Burns who has recently undergone an operation.

Ernie Lund is still away with a bad ankle. Hope to see you back soon, Ernie.

Joan Cloninger left us recently. Our best wishes go with her.

Jack Ramsay is going to hospital for a slight operation. Dorothy Enns will also be a hospital patient for a few days. Good luck to both.

Saturday, January 15, was the day Bill Shingleton of our Mail Order staff retired after 35 years' service with the department. That is a long time, Billy, and each and every one of us joins in wishing you happy retirement and good health in the coming years. We'll miss you very much.

Mr. W. Shingleton and Mrs. Shingleton wish to convey their heartfelt thanks to all the friends who made his retirement morning so memorable. Billy says it was impossible to see everybody then, but he hopes to be in at times and thank them personally.

## IN THE MAIL BAG

#### SECOND AND THIRD FLOORS

##### M.O. Packing and Money Returns

By F. Spice

Misses Natalie Yarmevch and Violet Zygarkli of the third floor, and Miss Margaret L. Morrill, second floor, were our lucky girls to receive diamonds during the holiday season. Congratulations to them all.

All our best wishes for a happy retirement to Mr. William Fernie, who left us Christmas Eve, after nearly 31 years' service with the Company, and to Mr. T. W. Hiddleston who retired January 15 after over 33 years' service.

\* \* \*

#### FOURTH FLOOR

##### M.O. Farm Supplies—By Margaret Waring

After a long time we've again heard wedding bells in this department and the responsible party was Tommy Williams, our genial receiver at George Street Warehouse. On Saturday, December 18, he tied the knot with Vi Taylor of M.O. Women's Shoe Department. Mr. Gil Edginton, on behalf of the staff, presented Tommy with a mantel radio and extended our very best wishes to the happy couple for health and happiness in their new life together.

It was a gay and happy crowd that gathered at the Paddock the evening of December 20 for our department Christmas party. The dinner of turkey and chicken with all the trimmings was delicious. Everyone then joined in a hearty sing-song of Christmas carols and popular tunes.

Didn't require any coaxing to get the folk on the floor once the dance music started floating through the air, and it made no difference whether you were "hep" to the latest steps or not just so long as you were whirling around and having fun. Quite a feature of the evening was a dancing exhibition by John and Mary Milne. We really had a wonderful time and the consensus, while saying good night, was that it was a most delightful and enjoyable evening.

#### M.O. Hardware

By H. Sigurdur and B. Landry

Congratulations to Mr. and Mrs. Walter Wright on the birth of a 6-lb. 14-oz. son on December 13—a nice Christmas surprise for daughters Valerie and Janice.

One of our few remaining bachelors, Andy Laird, presented Ellen House of the Elevators, with a beautiful diamond on November 15. Congratulations!

#### M.O. Children's Footwear—By D. Clubb

Congratulations to Ann Krawchuk who became engaged December 18 to Stan Holyk of Beausejour.

Evening of December 20 was a gay one indeed for the M.O. Footwear Departments, for it was then that their Christmas party was held at the Assiniboine Hotel. Everyone thoroughly enjoyed themselves and we wish to thank the members of the committee who organized the party and made the evening such a success.

#### M.O. Men's Footwear

December was indeed a happy and busy month for Miss Viola Taylor. It started with Mr. Tommy Williams of the Hardware Department (Warehouse) presenting her with a beautiful diamond ring, with the wedding taking place on December 18.

The girls in the department took time out from the busy Christmas season to hold a miscellaneous shower at the home of Mrs. Jessie Wallace, at which Vi received many useful gifts.

Before she left, Mr. B. H. McGregor, department manager, presented Viola with a dinner set on behalf of her co-workers in the department. Our best wishes to Vi and Tommy for a long and happy married life.

\* \* \*

#### SIXTH FLOOR

##### M.O. Piece Goods—By W. Crowston

Once again in our department Dan Cupid's arrow has found its mark. Edith Chapman has accepted the ring and promised to become the bride of Henry Rayson. Congratulations!

On January 5, Frances Hinde celebrated her 30th anniversary with the Company. Frances was the recipient of an electric kettle from the department along with other lovely gifts from her friends and co-workers. Congratulations from all of us.

#### M.O. Men's Clothing

By F. Paget and W. Johnston

Elmer Lane had good reason to celebrate New Year's Eve this year. One hour after midnight his wife presented him with a 6½-lb. baby girl, Catherine Isabel. Mrs. Lane was formerly of M.O. Inquiry. Congratulations, mom and pop!

The girls of the department held their annual Christmas party at the St. Regis Hotel. After the usual turkey and trimmings were enjoyed, Santa distributed gifts to all.



### M.O. Watch and Clock Repairs

Hearty congratulations to Mr. and Mrs. Tom Brehman on the birth of a son on November 13. The young man who weighed in at 7 lb. 1 oz., will be named Thomas Johannes Christian.

A small girl and boy will have another companion at the home of Nestor Dolyniuk's, as Allan Anthony, weighing 6 lb. 5½ oz., made his debut December 7. Congratulations!

Sorry that a few of our staff have been laid up with colds and "flu," and wish for them a speedy return to good health.

To the retired members of our department we extend our best wishes for a healthful and happy New Year.

\* \* \*

### SEVENTH FLOOR

#### M.O. Sporting Goods—By D. Hardiman

We are happy to report that Ronnie Ford, who went into hospital over the Christmas holidays is now able to be on his feet for a few hours each day. Hope you will soon be home again, Ronnie.

Tommy Hembroff (now retired) is still on the sick list but improving. Tommy had an accident, as reported last issue, and is still unable to do much walking around. We hope that you will continue to improve and soon have that foot sound and well, Tom.

We are sorry to report that Herbie Oliver is in General Hospital again. We hope to see you up and about pretty soon, Herb.

Congratulations to Mr. and Mrs. Roy McDonald on the birth of a daughter (Susan Lynn), December 26.

#### M.O. Girls' Apparel

Congratulations to Lydia Schlippeert who left our department on December 24 to become the bride of John Arndt, January 29, at the Weston Lutheran Church. Lydia was presented with a dinner set from the department. She also received a Lazy Susan and lamp from the girls of Departments 10, 11 and 46. We wish this happy couple the best of good fortune in their new home.

Our sincere sympathy is extended to Miss Rose Palmer and family in their recent bereavement.

#### M.O. Budget Office

By R. Leclair and J. Seguin

Congratulations and best wishes to Misses Judy Scott and Lorna Keast on the beautiful engagement diamonds they are now wearing. Wedding bells will ring for Judy Scott on February 5, 1955.

Good luck wishes to Mrs. Devona Tetlock who left us to make housekeeping her full-time job.

Sorry to have Kay Wiebe on our sick list. Hurry and get well, Kay!

We are very sorry to say good-bye to Margaret Pott. She is leaving this month to rejoin her husband in Holland.

M.O. Budget Plan girls are doing very well—all seem to be getting cars (Austins), we hear! Wonder who is the good-looking salesman?

#### M.O. Lingerie—By B. Nash

Our sincere sympathy to Jean McKendrick in the recent loss of her mother.

\* \* \*

### EIGHTH FLOOR

#### M.O. Correspondence

By S. Filteau and A. Thomson

On Friday, December 31, Joan De Vries left us. She received many lovely gifts from the staff. Best of luck for the future, Joan.

We are glad to see Marj Zelinsky back after her short illness.

Ray Trudeau of our department, added to the sparkle of New Year's Eve by presenting co-worker Susan Filteau with a beautiful engagement ring. Congratulations!

Miss June DeGagne, a former member of our staff, was married to Denis Fedorwick on Saturday, January 8. All our best wishes for long wedded happiness.

#### M.O. Copying—By M. Shepherd

When Reita Belanger left to make house-keeping her career she was presented with aluminum cookware from the department and also many useful gifts from the girls.

Glad to hear Anne Johnston is getting along so well after her operation.

Betty Haake received a flash camera from the department when she left us recently. We wish her all the best.

#### M.O. Cashiers

Best wishes to four of our girls who received lovely diamonds over the Christmas season: Edna Braun from Benny Rempel, Grace Wasilenko from Joe Pachnowski, Myrna Pals from Louis Begin, Jeanette McDonald from Ray Normand. Also to Mildred Cure, the announcement of whose engagement to Freddie Fraser just missed the Christmas issue of Contacts.

#### M.O. Adjustments—By J. Baynes

On January 5, Helene Roome received congratulations from her many friends in 118, the occasion being her 30th year with the Company. Helene was the recipient of a camera and flash unit, the gift of the department, as well as a number of gifts from friends, with best wishes for the future.

\* \* \*

### NINTH FLOOR

#### M.O. Jewellery—By Jean Farr

On Friday, December 10, congratulations were in order to Mr. R. Robertson, department manager, on the occasion of his 30th anniversary with the Company. For the staff, Mr. D. Dewar presented him with a silver-plated thermos ice tub. Mr. Robertson was also the recipient of a number of personal gifts. Many friends from the Store and Mail Order dropped in to congratulate him throughout the day.

Saturday, December 11, the staff held a party at the Paddock where Mr. and Mrs. Robertson were honoured guests. Mrs. Robertson was presented with a corsage from the department and an orchid from City Jewellery. Mr. Robertson was presented with a Parker "51" pen set from those present. Best wishes for more happy Eaton years.

Congratulations to Anne Ens who came back to work after the Christmas holidays wearing a lovely engagement diamond. The lucky man is Johnny Schoenfeld.

\* \* \*

### PRINTING PLANT

By Margaret Torrance

Congratulations to George Grant and Dorothy Dalkie who became engaged during the Christmas season. Some team, Santa and Cupid!

"Hello" to Dora Zaidman. Glad to know you are feeling better, Dora, and hope you can soon be back with us.

## SUGGESTION WINNER

Recently—

CHARLES ALDOUS.....\$10.00

"Think—and Suggest"





# CONTACTS

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the Co-workers of the Organization

Vol. 30 FEBRUARY, 1955 No. 1

Editor: W. E. (Bill) GRAY

## RECENT APPOINTMENTS

### Winnipeg

Department W281—Service Meats, Fish and Poultry (Third Floor);

Department W1082—Sausage Work Room;

Department W1083—Poultry Storage;

Department W284—Meats, Fish and Poultry (Basement);  
MR. M. MORROW, manager.

Departments W281, W1082 and W1083:  
MR. L. KIRBYSON, department manager  
(in addition to his present duties in W284).

New departments now effective:

Department W267 (Store); Department W967 (Economy Annex) — Draperies, Chintzes, Cretonnes, Curtains, Shades, Tents, Awnings, Flags and Cedar Chests.

Department W270 (Store); Department W970 (Economy Annex)—Furniture.

Department W271 (Store); Department W971 (Economy Annex) — Beds, Springs and Mattresses, Couches, Davenportes, Studio Lounges and Children's Steel Cribs.

Department W272 (Store); Department W972 (Economy Annex)—Carpets, Linoleums and Tile.

Department W274 (Store); Department W974 (Economy Annex) — Paints, Wall-paper, Pictures, Picture Framing, Mirrors, Metal Polishes, Wax and Brushes.

Operation will continue under the present management.

### Brandon

Department B229—Men's and Boys' Clothing, Made-to-Measure, Furnishings, Hats and Caps;

MR. R. J. MacLENNAN, assistant.

### Lethbridge

Department Discontinued

Department L379 — Foodateria — Groceries, Fruits, Meats, Fish and Poultry.

### Saskatoon

Department S284—Meats, Fish and Poultry:  
MR. F. JASPER, department manager.

Department S379—Foodateria—Groceries and Soaps;

Department S580—Fruits and Vegetables:  
MR. A. J. CHERRY, department manager;  
MR. G. F. DOBBIN, assistant.

### Regina

Department R272 — Carpets, Linoleum, Oil-cloth, Tile and Oriental Rugs:

MR. D. E. JOHNSTON, assistant.

Delivery, Dispatch, Receiving Room:

MR. A. R. BEAMISH, department manager.

### Port Arthur

Department Pt.A. 260—Radios, Planos, Records, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators, Electric and Gas Stoves:

MR. H. J. CASHABACK, department manager.

### Fort William

Department Ft.Wm. 260 (under Port Arthur Store control) — Heavy Goods, Radios, Washers, Ironers, Polishers, Vacuums, Electric Refrigerators, Humidifiers, Electric and Gas Stoves:

MR. K. J. POTTER, department manager.

### Humboldt Order Office

MRS. EILEEN KERR (formerly Miss E. Schimnowsky), in charge.

### Tisdale Order Office

MISS L. STUNDER, in charge.

### British Columbia Heavy Goods Depots and M.O. Order Offices

Heavy Goods—Commencing at stock-taking, January 13, 1955, control of these operations in British Columbia will be transferred to the British Columbia Management.

Order Offices — No change from present control.

## Eaton's Theatre Guild

Invites You to

*See the Three One-Act Plays*

*Wednesday, February 2, at 8 p.m.*

### Y.M.H.A. Auditorium

Hargrave Street and Qu'Appelle Avenue

Twenty-Two

Tickets, while the limited number lasts, available at fifty cents at Recreational Section, Employment Office, Second Floor, Store; or at M.O. Time Office, Second Floor, Mail Order; or from Guild members.

Enjoy an Entertaining Evening — and give the Guild your support! Our last year's notes remind us that this is a popular night. Some tickets left for Wednesday—get yours now!



# In Memoriam

"... When that which drew from out the boundless deep, turns again Home!"—Tennyson

## RETIRED EMPLOYEES

### D. ARTHUR CLARKE

The sympathy of the Meat Department staff is extended to Mrs. Edith Clarke. Her husband, Mr. D. A. Clarke, who retired from our Meat Department some years ago, passed away at Grace Hospital, December 10. He was 71 years of age.

### JOHN EDWARD WALKER

Retired from the M.O. Packing Department in 1946, Mr. Walker had reached the grand age of 80 years when he passed away Wednesday, December 15. He worked for the Company 30 years; having come to Canada from Manchester, England. Survivors are his widow, Mary Margaret; four sons and nine grandchildren; also two sisters. To them we offer sincere sympathy in their loss.

### WILLIAM BRYDEN

Mr. Bryden worked for Winnipeg Drug Department for 35 years before retiring about nine years ago. He passed away at the age of 74 at the Princess Elizabeth Hospital on December 25. Native of Edinburgh, Scotland, he saw service in the South African War, and again in the Great War; and was a member of the Ancient Stirling Grand Lodge of Scotland.

### WILLIAM H. BAKER

His Eaton friends will also have noted with sorrow the passing of Mr. Baker, who died Wednesday, December 29, in Grace Hospital. Coming from Edinburgh, Mr. Baker was a butcher at Manitou for 35 years and then for ten years worked for our Meat Department. To his widow, and three sons, sympathy from his old colleagues.

Sincere sympathy to these members of the staff who have recently been bereaved:

#### In the Loss of a Mother

Mr. E. G. Smith.....Optical Parlours  
Mr. V. Gorniski.....M.O. Packing  
Mrs. J. Grant.....Gloves  
Mr. S. Lewis.....Garage  
Mr. T. Davidson.....M.O. Furniture  
Miss M. C. Lawton.....Stationery  
Miss Joyce C. Lawton  
Superintendent's Office  
Miss W. Alcott.....M.O. Notions  
Mrs. M. Robertshaw.....Drugs  
Mr. C. DeVries.....Delivery  
Mr. J. Speed.....Freight Transport  
Miss J. McKendrick.....M.O. Lingerie  
Miss I. Livingstone.....Stationery  
Mrs. E. Standen.....Restaurant Bar

#### In the Loss of a Brother

Mr. A. Bergen.....Engineers  
Mr. A. McLachlan...Furniture Stockroom  
Mr. J. Newton.....Fire Protection  
Miss B. Hulme.....Misses' Dresses  
Mrs. I. Baxter.....Toys  
Miss T. Beck.....M.O. Mailing List

#### In the Loss of Her Husband

Mrs. Mary Finn.....M.O. Jewellery

#### In the Loss of a Father

Mr. J. B. Fisher.....Hardwares  
Mrs. Marie Oakley.....M.O. Stationery  
Miss S. Sleeman.....Interior Decorating  
Mr. John Ruttle.....M.O. Packing  
Mr. H. English.....M.O. Packing  
Mr. L. Walker.....Floor Men  
Miss E. Palmer.....Groceries  
Mrs. M. Fraser.....Grill Room Counters  
Mrs. E. Finkle.....Stationery  
Mr. G. Wood.....M.O. Packing  
Mr. D. Dreidger.....Delivery  
Mr. J. Dreidger.....Delivery  
Mr. R. Johannesson.....City Despatch  
Mrs. R. Roe.....Drugs  
Mrs. Gwen Stanger..Customers' Accounts  
Mrs. J. Matheson.....Basement Meats  
Mrs. M. Denyer.....M.O. Sporting Goods  
Mr. H. Chamberlain (step-father)  
Delivery

#### In the Loss of a Sister

Miss E. Palmer.....Groceries  
Mrs. M. Fraser.....Grill Room Counters  
Mr. A. E. Jones.....M.O. Piece Goods  
Mrs. M. Kitchen.....M.O. Men's Clothing  
Miss R. Palmer.....M.O. Girls' Clothing



**BONSPIEL**

**WEEK at  
EATON'S**

**Feb. 7<sup>th</sup> to 12<sup>th</sup>  
INCLUSIVE**

*Plan to See the Many Store Attractions!*

**SAFETY IS NO  
ACCIDENT ...  
Take  
Care!**



**"NO ACCIDENT" CAMPAIGN**

**KEEP AISLES FREE**

**KEEP WORK  
AREAS CLEAR**

**KEEP STOCK ORDERLY**

And the end is that  
the workman shall live  
to enjoy the fruit of his  
labor; that his mother  
shall have the comfort  
of his arm in her age;  
that his wife shall not be  
untimely a widow; that  
his children shall have a  
father, and that cripples  
and hopeless wrecks who  
were once strong men  
shall no longer be a by-  
product of industry.

P. B. J. J. J.